IN THE CLAIMS:

Please AMEND the claims as follows:

Sub Cl 35.   An operations center for generating menus and a digital data signal to be used in television program delivery, comprising:

a receiver, wherein information, including information on television programs, is received;

a memory for storing the received information;

a first processor for generating menus using the information stored in memory;

a display, operably connected to the first processor, for displaying the generated menus;

an input device, operably connected to the first processor, for entering changes to the displayed menus;

a second processor, operably connected to the first processor, for generating a digital data signal containing data from the <u>changed or</u> displayed menus; and

a transmitter, operably connected to the second processor, for transmitting the generated digital data signal, whereby menus may be generated using the contained data on the transmitted digital data signal.

36.   A method of generating menus and a digital data signal for use at television program viewer locations, comprising:

storing menu format data;

receiving input data about television programs;

storing the received input data;

<u>generating a draft menu through the use of</u> [using] the stored input data and <u>the</u> menu format data[to generate a draft menu];

displaying the draft menu;

editing the displayed draft menu, wherein the edited menu includes a program line-up;

repeating the steps of <u>generating</u> [using], displaying, and editing to generate additional edited menus;

processing the edited menus to generate a digital data signal; and

transmitting the digital data signal for use at viewer locations, whereby <u>at least one of</u> the

edited menu<u>s</u> may be viewed by a viewer.

Please ADD the following claims 37 - 105 as follows:

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37. The operations center of claim 35 wherein the first processor comprises a means for generating program selection menus.

38. The operations center of claim 37 wherein the program selection menus include an introductory menu, a home menu, at least one major menu, and at least one submenu.

39. The operations center of claim 38 wherein the introductory menu welcomes a user and offers the user at least one option.

40. The operations center of claim 39 wherein the introductory menu offers the user regular cable television, programs on demand, and instructions on the use of a remote control.

41. The operations center of claim 38 wherein the first processor comprises a means for generating menu windows which may be customized by a user.

42. The operations center of claim 38 wherein the first processor comprises a means for generating a home menu with multiple windows which make the home menu user-friendly.

43. The operations center of claim 42 wherein the home menu includes major menu categories and the home menu displays a channel line-up and the major menu categories.

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44. The operations center of claim 43 wherein the channel line-up comprises standard channels and programming on demand icons.

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45. The operations center of claim 43 wherein the channel line-up comprises Basic cable and Basic Plus packages.

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46. The operations center of claim 43 wherein the channel line-up comprises one or more of the most popularly watched channels.

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47. The operations center of claim 43 wherein the home menu comprises at least one additional accessible screen.

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48. The operations center of claim 35, wherein the first processor comprises a means for generating a mood question menu.

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49. The operations center of claim 48 wherein the mood question menu includes one or more of mood question screens, each of which prompt a viewer for information concerning the viewer's mood.

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50. The operations center of claim 38 wherein at least one of the major menus is for a category of programming.

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51. The operations center of claim 50 wherein the different categories of programming include at least one of the following: sporting events, children's programming, entertainment choices, documentaries, news, magazines, broadcast TV, cable TV, high-definition television (HDTV), interactive television choices, program available services, digital audio, programs on demand, and hit movies.

17.
52. The operations center of claim 16 wherein the hit movies major menu includes options of available popular movies which may be selected.

18.
53. The operations center of claim 16 wherein the HDTV major menu includes a description of HDTV and a suggestion to order.

19.
54. The operations center of claim 16 wherein the HDTV major menu includes options of the currently available HDTV programming.

20.
55. The operations center of claim 16 wherein the program available services major menu includes options on programs available on network schedules and offers a plurality of program schedule submenus.

21.
56. The operations center of claim 20 wherein the plurality of program schedule submenus include seven-day network schedule, current-day network schedule, and TV guide picks sub-menus.

22.
57. The operations center of claim 16 wherein the digital audio major menu displays digital audio program options.

23.
58. The operations center of claim 22 wherein the digital audio major menu shows top songs available in one or more different categories of songs.

24.
59. The operations center of claim 1 wherein the first processor comprises a means for generating a confirmation menu.

25. The operations center of claim **3** wherein the major menus include submenu options

relating to one or more subcategories of programming.

26. The operations center of claim **25** wherein the submenus includes listings corresponding to

other submenus.

27. The operations center of claim **25** wherein the submenus include program identities.

28. The operations center of claim **27** wherein the program identities are from a particular

category or subcategory of programming.

29. The operations center of claim **28** wherein one particular subcategory of program identities

is defined by the time of viewing.

30. The operations center of claim **3** wherein the submenus comprise a notification submenu

notifying a user that a program selection is about to begin.

31. The operations center of claim **30** wherein the notification submenu displays a countdown

timer which indicates remaining time to the beginning of the program selection.

32. The operations center of claim **30** wherein the notification submenu allows the user to

cancel the program selection.

33. The operations center of claim **30** wherein the notification submenu comprises:

a window showing the program selection and the amount of time before the program

selection begins;

a video window that displays a scene from the program selection; and

a second window that presents the user with an option on escaping the program selection without charge.

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69. The operations center of claim **3** 38 wherein the submenus comprise a rejoin submenu that includes reentry menu selections for rejoining an exited program, the reentry menu selections including one or more identified start times.

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70. The operations center of claim **3** 38 wherein the submenus comprise a program order submenu and a program confirmation submenu.

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71. The operations center of claim **3** 38 wherein the submenus comprise a program description submenu from which a user may choose to record a selected program on a VCR.

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72. The operations center of claim **3** 38 wherein the submenus comprise an interactive Level A submenu offering a variety of interactivity with a television program being viewed.

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73. The operations center of claim **37** 72 wherein the variety of interactivity includes one or more of the following: quizzes, fast facts, more info, geographical facts, and products.

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74. The operations center of claim **37** 72 wherein the submenus comprise one or more of: a quiz submenu, a fast fact submenu, a more info submenu, a geographical facts submenu, and a products submenu.

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75. The operations center of claim **3** 38 wherein the submenus comprise an interactive Level B submenu offering on-line services.

41. The operations center of claim 40 wherein the on-line services include one or more of: Yellow Pages and airline reservations.

42. The operations center of claim 40 wherein the submenus comprise a plurality of airline information and reservation submenus.

43. The operations center of claim 3 wherein the submenus comprise an interactive Level C submenu offering multi-media experiences.

44. The operations center of claim 1 wherein the first processor comprises a means for generating at least one during program menu.

45. The operations center of claim 44 wherein the during program menus comprise one or more of: a one hidden menu and an overlay menu.

46. The operations center of claim 45 wherein a user has a specific time to escape from a program selection and the overlay menu informs a user when the specific time to escape from a program selection will expire.

47. The operations center of claim 45 wherein the overlay menu informs a user that the user is escaping from a program selection after being charged for the program selection.

48. The operations center of claim 45, wherein the hidden menu remains unseen by a user during program viewing, but is generated when the user presses one or more key strokes on a remote control.

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~~84.~~ The operations center of claim ~~83~~ **48** wherein the key strokes include one or more of: escape, cancel selection, or icon selection.

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~~85.~~ The operations center of claim ~~84~~ **49** wherein the hidden menu triggers the display of an overlay menu in response to the user's key stroke.

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~~86.~~ The operations center of claim ~~35~~ **1** wherein the first processor comprises a means for generating at least one promotional menu for selling subscriptions to services.

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~~87.~~ The operations center of claim ~~86~~ **51** wherein the promotional menu is for HDTV services and describes the HDTV services and its availability.

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~~88.~~ The operations center of claim ~~86~~ **51** wherein the promotional menu is for interactive services and provides additional information about the interactive services.

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~~89.~~ The operations center of claim ~~86~~ **51** wherein the promotional menu is an interactive logo overlay menu that allows a user to select interactive features or return to a television program being viewed.

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~~90.~~ The operations center of claim ~~86~~ **51** wherein the promotional menu is for digital audio services and provides a text description enticing a user to pay a monthly fee and join the service.

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~~91.~~ The operations center of claim ~~35~~ **1** wherein the first processor comprises a means for generating an account review menu which displays information concerning a user's account.

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~~92.~~ The operations center of claim ~~91~~ **56** wherein the account review menu provides a list of charges from the first day of a month to the date of viewing.

58 (handwritten, replacing 93)

93. The operations center of claim 3~~8~~ **3** (handwritten) wherein the submenus comprise account review submenus which provide detailed billing information about one or more specific charges.

59 (handwritten, replacing 94)

~~94~~. The operations center of claim 3~~5~~ **1** (handwritten) wherein the received information includes one or more of: viewer data, ratings data, demographics data, program importance data, times-purchased data, cost data, menu placement data, category data and lifespan data, and wherein the first processor includes a means for analyzing the received information.

60 (handwritten, replacing 95)

~~95~~. The operations center of claim 3~~5~~ **1** (handwritten) wherein the first processor automatically generates menus based on the received information.

62 (handwritten, replacing 96)

~~96~~. The method of claim 3~~6~~ **61** (handwritten) wherein the draft menu is one of the following: a draft introduction menu, a draft home menu, a draft major menu, a draft submenu, a draft hidden menu, or a draft overlay menu.

63 (handwritten, replacing 97)

~~97~~. The method of claim 3~~6~~ **61** (handwritten) wherein input data used to generate a draft menu includes one or more of: viewer data, ratings data, demographics data, program importance data, times-purchased data, cost data, menu placement data, category data, and lifespan data, and wherein the step of generating a draft menu includes the step of analyzing the input data.

98. The method of claim 36 wherein the step of generating a draft menu is automatically performed by an operations center.

99. The method of claim 98 further comprising the step of automatically generating the draft menu by analyzing the input data using a heuristic.

100.   The method of claim 99 wherein the heuristic causes a program to move closer to or further from the top of the menu based on the input data about the program.

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~~101~~.   The method of claim 36 wherein the step of editing the draft menu includes the step of entering information by a packager.

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~~102~~.   The method of claim 36 wherein the step of generating a draft menu is automatically performed by an operations center and the step of editing the draft menu includes the step of entering information by a packager.

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~~103~~.   The method of claim 36 wherein the step of receiving comprises the step of entering input data by a packager.

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~~104~~.   The method of claim 36 further comprising the step of:

selecting programs from a pool of available programs.

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~~105~~.   The method of claim 104 further comprising the step of:

inputting requisite information about the selected programs; and

choosing the price for the selected programs.

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~~106~~.   The method of claim 104 further comprising the step of:

allocating transponder space for the selected programs.

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~~107~~.   The method of claim 36 wherein the edited menus are one of the following: an introductory menu, a home menu, at least one major menu, and at least one submenu.